

Request for Proposals

Bloomington Community Farmers' Market Food and Beverage Artisan Vending Stand

City of Bloomington
Department of Parks and Recreation
Bloomington, Indiana

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Prepared by:
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REQUEST FOR PROPOSALS

Food and Beverage Artisan Vending Stand

- **Introduction**

The City of Bloomington Parks and Recreation Department is seeking proposals from interested individuals, organizations, or businesses in operating a Food and Beverage Artisan Vending Stand (a vendor offering freshly-made food or beverages available for on-site consumption or off-site consumption) at the Bloomington Community Farmers' Market during the 2022 Market season. Up to eleven full-season Food and Beverage Artisans will be selected to participate in the 2022 season. Consideration will also be given to Food and Beverage Artisans interested in selling during non-peak seasons, those interested in sharing a stall, or selling on limited occasions.

Selected vendors will be required to execute an Agreement for Food and Beverage Artisan Vending, a sample copy of which will be available on-line at bloomington.in.gov/farmersmarket on or before Friday, January 28, 2022.

Due to Covid-19 and the health restrictions and/or crowd restrictions placed on the Bloomington Community Farmers' Market by the Monroe County Health Department and local government, there may be adjustments made to the Food and Beverage Artisan contracts and protocols. Vendors should be prepared to sell items for off-site consumption only (with no onsite preparations) and have submitted plans to the Health Department if planning to sell items that will be reheated at home. Contracts may be adjusted to accommodate pricing changes, varying stall locations, menu variations and attendance requirements.

Point of Contact/Mailing Address

Clarence Boone
Facility/Program Coordinator
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- **Project Timeline**

SUBMISSION DEADLINE: Monday, February 21, 2022 – No later than 5:00 p.m. local time.

- **Days and Hours of Operation**

Full-season Food and Beverage Artisans shall be contractually obligated to operate a Food and Beverage Artisan Stand on Saturdays, rain or shine, beginning May 7, 2022 through October 29, 2022 during Market hours. Food and Beverage Artisans have the option to additionally sell on Saturdays during non-peak seasons and at Tuesday Market (June 7 - September 27).

Consideration will also be given to Food and Beverage Artisans who are willing to share a stand with another Artisan, or sell only on occasion or in non-peak times.

Basic Services

Food and Beverage Artisan will assume all the following costs of operations:

- Food Cost
- Labor
- Food Service Equipment
- Recycling and Compost Removal
- Licenses, Permits and Local Taxes
- If selling as a Home Based Vendor, costs associated with having food analyzed and a report prepared to determine if it is a “potentially hazardous food”.
- Maintenance of Comprehensive General Liability Insurance (policy must include premises, operations, and product liability) with minimum limits of coverage of \$1 million per occurrence and \$2 million in the aggregate.

The City will provide the following at no cost:

- Water (direct access is only available to a limited number of vendors)
- Trash Disposal
- Electricity (only available to a limited number of vendors)
- Marketing

Location of Food and Beverage Artisan Stands

On Saturdays, most Food and Beverage Artisan stands are 10’ wide x 10’ deep spaces located on the Farmers’ Market B-Line plaza (the Market B-Line Café). The Market reserves the right to relocate Food and Beverage Artisans within Row D under the covered awnings of the parking lot. Vehicular access to the stand will be limited. One Food and Beverage artisan stand may be 10’ x 24’. On Tuesdays the Market is held at the Switchyard Park and stands are 10’ x 10’.

Cost to Manage

The Food and Beverage Artisans shall pay the City of Bloomington Parks and Recreation a vending fee for Saturday Market days at which the vendor sells. The vending fee is seven percent (7%) of gross proceeds. If the vendor chooses to sell at the Tuesday Market in 2022, a vending fee of two hundred twenty-one dollars (\$221) will be assessed for the season (June-September).

A proposal does not need to be accompanied by a certified check or other evidence of financial responsibility.

• General RFP Submittal Requirements

Proposals must be submitted on the Food Artisan Stand Proposal Form. Proposals may include additional pertinent information.

A PDF of the proposal shall be submitted via email to farmersmarket@bloomington.in.gov. The subject line of the email shall read “Farmers’ Market Food and Beverage Artisan RFP”. It is the Vendor’s responsibility to assure delivery of proposal documents prior to the established deadline. To confirm receipt of your submittal please contact Clarence Boone (812) 349-3738, or farmersmarket@bloomington.in.gov.

• **Proposal Evaluation Criteria**

A review committee consisting of Parks staff and Farmers' Market Advisory Council members shall review all proposals based on the evaluation criteria outlined below, and make a selection at its own discretion of a combination of vendors whose product best fulfills the goals of the Farmers' Market.

The Department of Parks and Recreation reserves the right to accept and/or reject any and all proposals. Discussions may be conducted with responsible groups who submit proposals determined to have a reasonable likelihood of being selected for an agreement. Submission of proposals indicates acceptance by the artisan of the conditions contained both in the RFP and the Agreement for Food and Beverage Artisans, unless clearly and specifically noted in the proposal.

The following criteria will be considered in selecting the vendors:

1) Prepared/Processed Food & Beverage Offerings: Variety, Creativity, Taste

Applicant must be able to provide quality, tasteful, made from scratch, locally-produced and prepared food and beverages. Artisans are encouraged to offer a small selection of well-crafted items, as opposed to large restaurant style menus. Typical carnival style food will not be considered. Pet treats will be considered.

Proposals should include a list of anticipated menu items in order of artisan priority with item listed first being highest priority. If water, electricity or other special arrangements are required on site, please indicate that next to the menu item with detailed information including the number and style of outlet(s) as well as the amps required. Selection of artisan will, in part, be based on the sampling of food and beverage items. Parks staff will contact parties responding to RFP to arrange delivery of food and beverages for sampling.

Applicants may request to sell raw or minimally processed agricultural products *if* the products are raised/processed by the artisan present at the stand, and in conjunction with other food and beverage offerings. However, if the applicant is proposing to sell primarily raw or minimally processed agricultural products that are allowed to be sold by farm vendors, consideration will only be given if those products have *not* been available for sale by farm vendors in the previous season. And then, the selection is still at the discretion of the review committee.

Applicants intending to sell as a Home Based Vendor should indicate such in their proposal and should demonstrate an understanding of the law (HEA 1309) by submitting a menu that does not include "potentially hazardous food".

2) Production

Demonstrated ability to prepare and provide ample product to serve Market customer needs. Proposals will be reviewed for feasibility given the constraints of the vending area.

3) Price List

The Department is interested in keeping prices reasonably inexpensive. Prices will be considered in the selection of artisans. Please provide a list of anticipated prices for menu items.

4) Customer Satisfaction

Provide assurance of high standards of customer service including product being displayed in a pleasing and appetizing manner, and friendly, reliable service.

5) Reliability

Demonstrated ability to have successfully provided services similar in size and complexity or have the organization, staffing and resources to successfully operate a Food and Beverage Artisan Stand.

6) Local Entities

Prefer an individual, organization, or business that are owned and operated in the City of Bloomington with those operating outside of the City of Bloomington limits, receiving secondary preference. Franchises are not permitted.

7) Market Product Balance

Items should be appropriate to the setting and complement/balance the other offerings available at the Farmers' Market. Selection will include artisans with food and beverages intended for on-site and/or off-site consumption. Product typically available from farm vendors will only be considered if it is a secondary product.

8) Utilize Locally Grown or Raised Product

Preference will be given to artisans who prioritize use of locally (Indiana) grown or raised ingredients in their food and beverage items. Applicants who have previously contracted with the City and sold at Market as a Food and Beverage Artisan should list Indiana grown products utilized in previous years and the farm(s) from which they were purchased. First time submitters of proposals should identify anticipated sourcing of products to be purchased from Indiana farms.

9) Criteria Specific to Non-Peak Season/Limited Occasion Artisans

Preference will be given to artisans providing products that increase the diversity of product availability, that have close association with Farmers' Markets, and that reflects the atmosphere of the Market. Consideration will be based on space availability.

10) Previous Food and Beverage Artisans

Food and Beverage Artisans who have sold in previous seasons will only be considered if they have fulfilled the terms of previous agreements and are in good financial standing with the Market.